Philip Morris USA — Marlboro Country Store

MCS PRELIMINARY RESULTS: CUME 10/26/94

- MCS participation continues to compare favorably with MAT.
- Strong MCS participation and lower awareness than MAT suggests strong overlap between MAT and MCS redeemers.
  - Awareness has held at 34 - 35% since July.
- Retail 3 pack Cap promotion supports MCS during October.
- Latest week's and cumulative mail receipts are below projection.
  - 2.1 million orders processed to date.
  - 94% of orders opened and fulfilled.
  - Mix of high vs. medium vs. low mileage iten
    - Percentage of high mileage items is tre
- Mail receipts are expected to meet projections f
  - Direct mail post card reminders - mailed mi
  - POS at retail - November/December.
- Redeemers skew to Marlboro Demographics an
  - Marlboro smoker participation has improvec
  - Competitive participation thus far appears n

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